

ABSTRACT OF THE DISCLOSURE

This invention describes a system and method for branding software deployed over computer networks. A user contacts the distributor's web site and
5 initiates a download of the software. When the user visits the download website, the identity of the particular web site from which the download was initiated is transmitted to a branding server and captured on the user's computer, preferably in the form of a cookie. Subsequently, the user contacts the branding server and branding instructions are provided to the user's computer in accordance with the cookie. Branding may take
10 the form of featuring the distributor's web site more prominently in an "integrated shopping service" or in a directory, or it may perform other alterations to the software. Branding is controlled by the software manufacturer's branding server, and can be modified at any time after the software is released.

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